R.J. Reynolds Tobacco Company

C. E. Moser
Senior Chain Accounts Manager
Pittsburgh Region

July 25, 1995

To: ROU 1110 1210 1310 1510 1610
1710 2110 2210 2310 2410
2510 2910 6710 6810

RITE AID - CHAIN I. D. #1110-00-00
SUMMER BUYDOWN PROMOTION -
WINSTON SELECT & DORAL

Dear Managers:

Effective July 24, 1995, the $.20 Off/Pack, $2.00 Off/Carton buydown on Winston Select & Doral has been ended in all Rite Aid locations.

You are authorized at store level to use $.20 coupons on these styles to match up with any other competitive activity.

If you have any questions, please feel free to contact me.

Sincerely,

Curt

C. E. Moser
CEM/cag

DM	T&D	REP
1224		02,06,10,12
1225		05,11
1226		02,3,4,5,6,7,8,9,10,11,12,13,14,15,16,21,22,23,24,25,26
1228		1,4,5,6,13,
1230		1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

"We work for smokers."

51855 0893

Source: https://www.industrydocuments.ucsf.edu/docs/klxn0000